





Lake and Mt. Pyramid, Jasper National Park, Alberta, Canada.





# take it easy



Holiday time again—a time to get into new places, let the mind relax from worry and strain and the body enjoy the great outdoors amid magnificent scenery far away from the confines of kitchen, office, school or workshop. So take it easy.

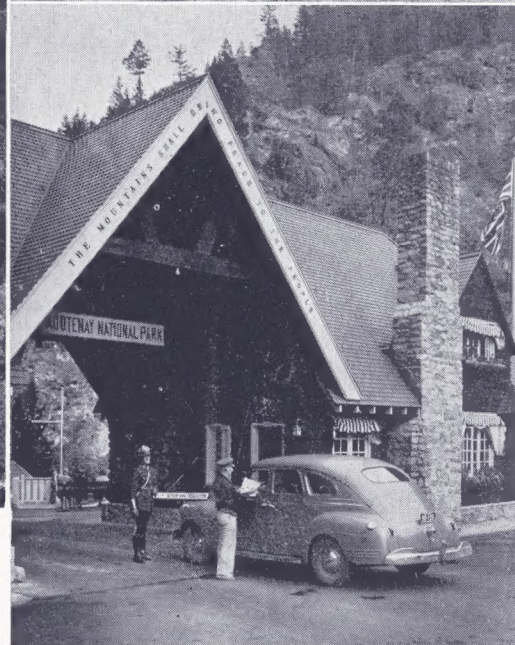
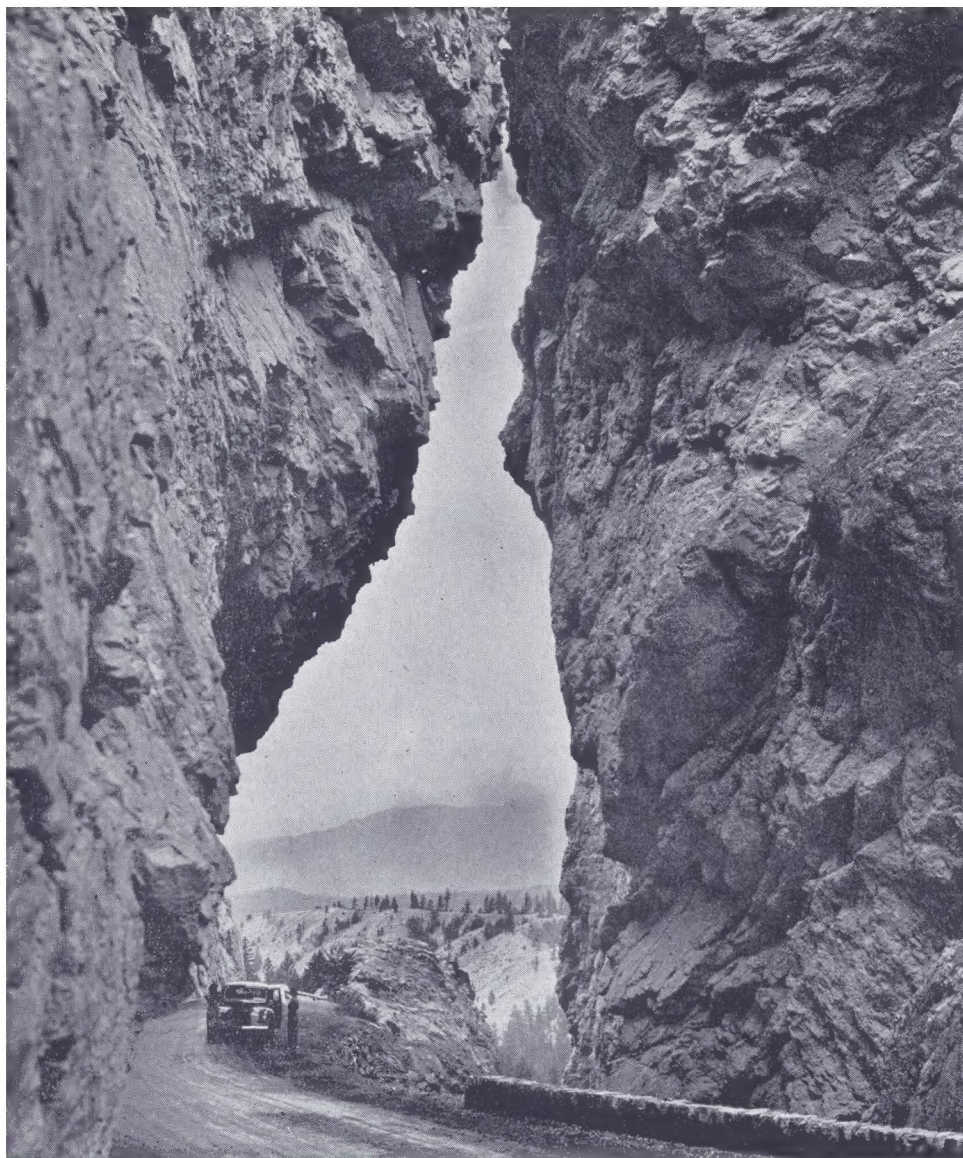
If you want to rest and dream and bask in the mild warmth of the sun, take your pick of scores of Alberta's resort hotels, bungalows and camping grounds where you can be thoroughly comfortable and just do what you want to do. Or perhaps you would like to pretend, as you did in childhood, that you are an intrepid explorer seeking adventure, discovering new valleys, mountains, lakes and streams. Gee Whiz! In either case, take the Alberta Cruise.

Take it easy as you travel through the breath-taking beauties of the world's largest National Park areas in the invigorating air of the Canadian Rockies or the refreshing breezes of the prairie lake districts.

The wide variety of activities and attractions suggested in this booklet will give you but a meagre idea of what Alberta has to offer because no words can describe, no picture depict, the atmosphere, color and perspective of the Alberta scene.

You can enjoy to the full all the pleasures of living during your Alberta Cruise. So take it easy. Make up your mind to enjoy every moment of a holiday in Alberta.





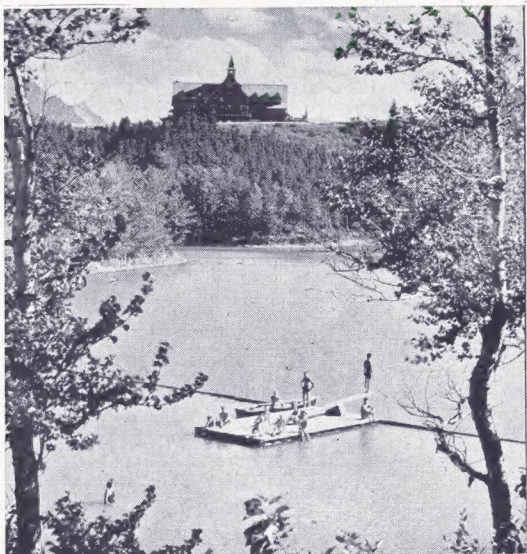
# GATEWAYS *without* GATES



There is no red tape at the Canadian border or as you travel over the provincial boundaries on your way to Alberta. No passports are needed but, if you come from the United States, carry with you some proof of United States citizenship so that you will have no difficulty getting back across the border.

Bring your United States currency with you. It will be accepted anywhere in Canada at the standard Foreign Exchange Control Board rate and, if you are carrying United States currency you will not have to go to the trouble of exchanging Canadian money for United States funds when you return.





Waterton is the Canadian part of the Glacier - Waterton International Peace Park and, being the first national park at the boundary, merits your attention. Quietude amidst the rugged grandeur of tall precipitous peaks is, perhaps, the thing that will strike you about Waterton but its streams are famed for their splendid fishing, its forests for their vast herds of elk and its lakes for their excellent boating. The park is well lined with interesting pony trails for those who like to ride. A trim little lake steamer affords the pleasure of an interesting return trip from the United States to the Canadian end of Waterton Lake.

STOP  
at  
WATERTON







# wild &



Leaving Waterton Lakes you may travel by automobile or bus over hard-surfaced highways through the wide sweeps of foothill country which was pioneered in the latter quarter of the 19th century by intrepid cattle ranchers. Numerous dude ranches scattered through these lightly wooded, well-watered uplands provide invigorating thrills for those who prefer an informal, care-free holiday on the open ranges. The town of Macleod is located near the site of the first Canadian North West Mounted Police fort erected in 1874 and was named after the officer commanding the police. Into the districts south of there came the Mormon settlers at the turn of the century.





# woolly!



If you like to fish, ask service station operators in the towns and villages between Macleod and Calgary to direct you to accessible streams in their localities. You will find good accommodation in hotels, auto camps or dude ranches wherever you care to stay. Stop over in Calgary. Visit the zoo on St. George's Island and, of course, plan to attend the world famous Stampede—great sports festival of the frontiersmen—during the second week in July. As you travel westward to Banff you will pass near Morley, headquarters of the Stony Indian Reservation, and at Ghost River will see the large dam which supplies much of Alberta's electrical power.





# Banff to

Entering Banff National Park through foothills which soon give place in scenery to tall, rugged mountain peaks, you find yourself in the heart of the Canadian Rockies. Plan to stay in this region as long as possible. Those who can spare time to explore the mountains with guide and pack train derive the greatest pleasure and recreation but Banff affords many other attractions. Its natural hot mineral waters are famous throughout the world for health-restoring qualities.







# Lake Louise

Travelling westward from Banff, you will pass rugged Mt. Eisenhower and climb a modern highway to Lake Louise—a gem of amazing beauty—beyond which rises Mount Victoria with its glittering glacier. Lake Louise is a favorite spot from which hikes or trail rides may be taken to Lake O'Hara, Paradise Valley, Consolation Valley and a score of other beauty spots. Experienced Swiss guides will arrange climbing parties.



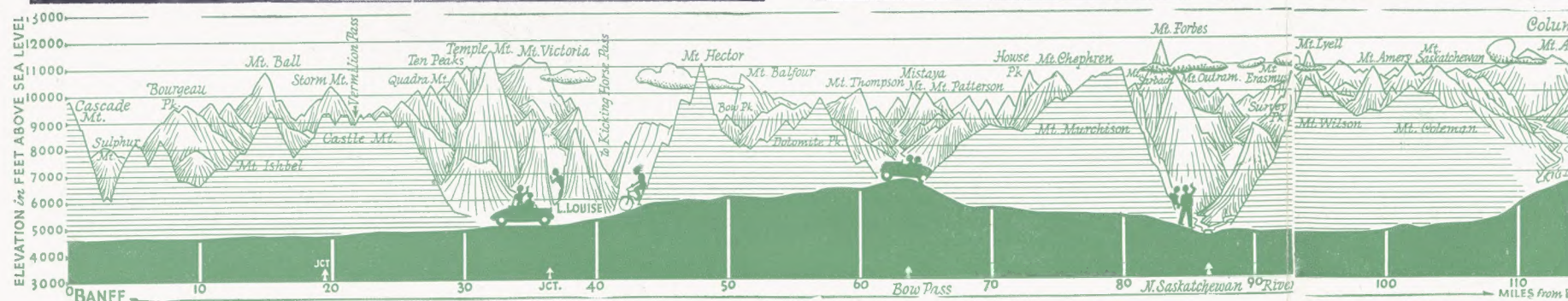
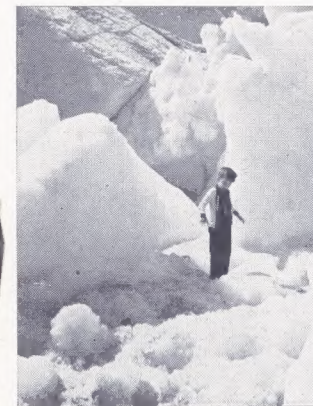




# swing low beneath the highest peaks

The drive over the new motor road from Lake Louise to Jasper, under the very claws of the Crowfoot Glacier, past Bow Lake, down the Mistaya Valley to the North Saskatchewan River and up the valley of the North Fork to the Columbia Ice Fields and the Athabaska Glacier; down the Sunwapta Valley to the Athabaska and Whirlpool rivers and thence to the enchanting shores of placid Lac Beauvert is positively an experience of a lifetime. This highway has opened, for the first time to the motorist, about 150 miles of the world's most magnificent mountain scenery. Camp grounds are conveniently located.

The Columbia Icefield, a line from the Athabaska about 150 square miles, into three great basins, the Saskatchewan-Nelson, Athabaska-Mackenzie system, the Pacific, Atlantic and respectively. It feeds several which the Saskatchewan is the longest. The Athabaska approximately seven miles to skyline. The chart below of mountain heights and Mountains shown in hat on eastern side. Peaks shown are not visible from the



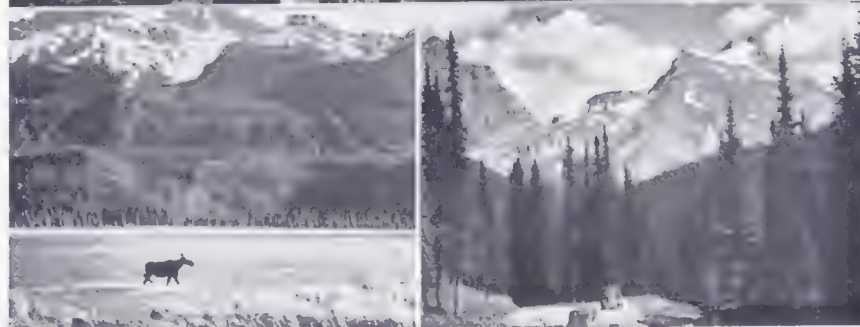
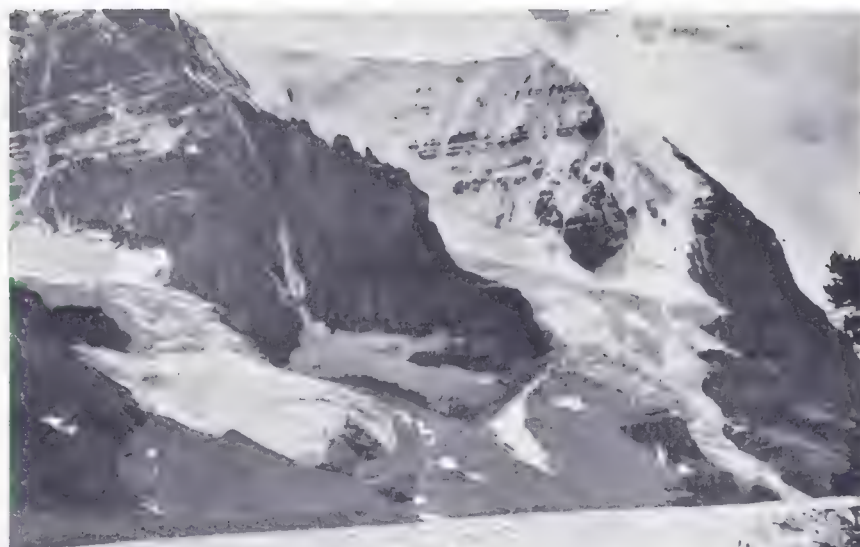


# g low beneath he highest peaks



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The Columbia Icefield, seen on the skyline from the Athabaska Chalet, covers about 150 square miles, and is drained into three great basins, the Columbia, the Saskatchewan-Nelson and the Athabaska-Mackenzie systems, which reach the Pacific, Atlantic and Arctic Oceans respectively. It feeds seven glaciers, of which the Saskatchewan, 15 miles long, is the longest. The Athabaska Glacier is approximately seven miles long from toe to skyline. The chart below gives an idea of mountain heights and road gradients. Mountains shown in hatching are on the eastern side. Peaks shown under clouds are not visible from the highway.







## AN UNspoiled WONDERLAND **Jasper**

Jasper National Park, largest in the world, is one of the newest. The town of Jasper is the centre of extensive mountain terrain much of which has never been mapped. Mount Edith Cavell and the Angel Glacier are reached by motor road. Magnificently beautiful Maligne Lake and mysterious Tonquin Valley are interesting side trips from Jasper. A short drive from Jasper will take you to Miette Hot Spring, Alberta's newest Spa.







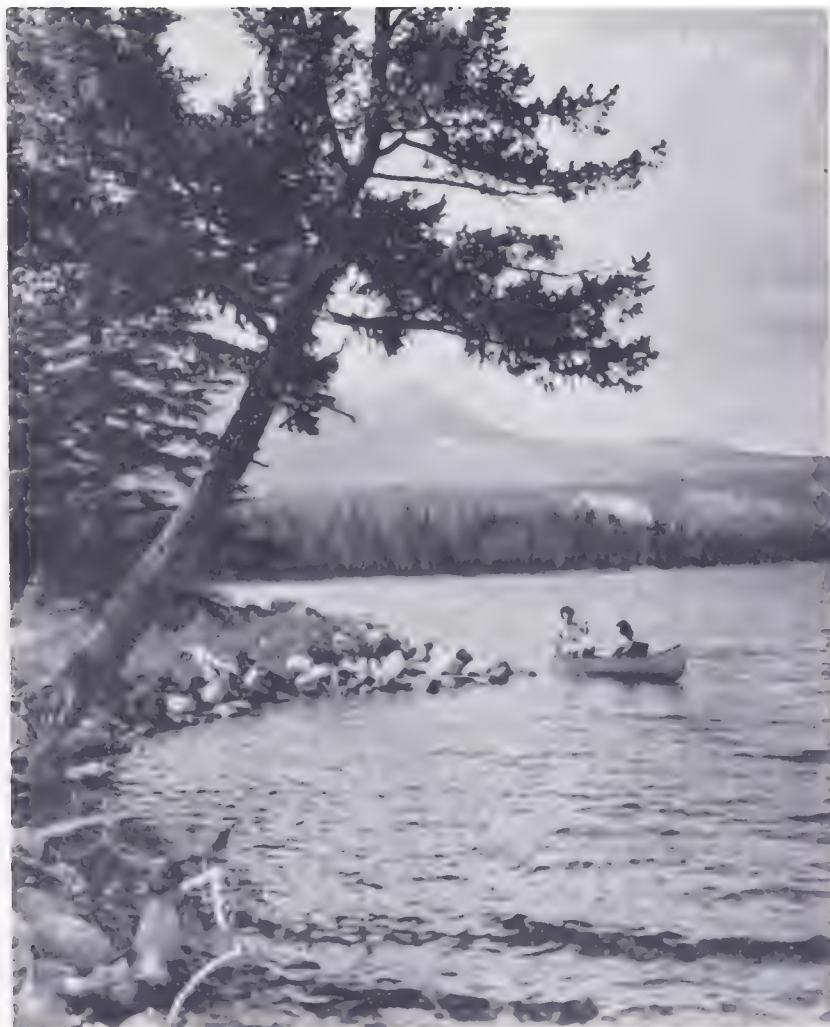
# Park

OF MOUNTAIN GRANDEUR

Along the eastern border of Jasper National Park lies one of the finest big game hunting districts on the continent. All game in the National Parks is protected and animals become so tame they may be posed easily for pictures, especially deer, elk, mountain sheep, goats and bear. Visitors are warned that wild animals should never be fed. Never permit a bear to come within reach.







## from the **Mountains**

Alberta is a sportsman's paradise. Its innumerable northern lakes are the nesting places of tens of millions of migratory waterfowl. Upland game birds are plentiful and good accommodation is available. If you want to bring guns or rifles, write for your permit to: The Commissioner, Royal Canadian Mounted Police, Ottawa, Canada. Give the make, serial number and calibre of each firearm. Write for information regarding seasons, licenses, etc., to The Alberta Travel Bureau, Legislative Building, Edmonton, Alberta.







Numerous species of lake and brook fish inhabit lakes and streams in the National Parks and foothills areas of Alberta. Sportsmen find in Alberta a remarkable example of the beneficial results of game conservation policies. Alberta's fortunate position as a sportsmen's paradise has been due largely to the effort and money of Ducks Unlimited and the Alberta Fish and Game Association. The former has conducted extensive water conservation projects and the latter, years ago, imported upland birds in considerable numbers to Alberta. Protective laws of the Alberta Government helped native wild game to increase naturally.

.....to the  
**Prairies**



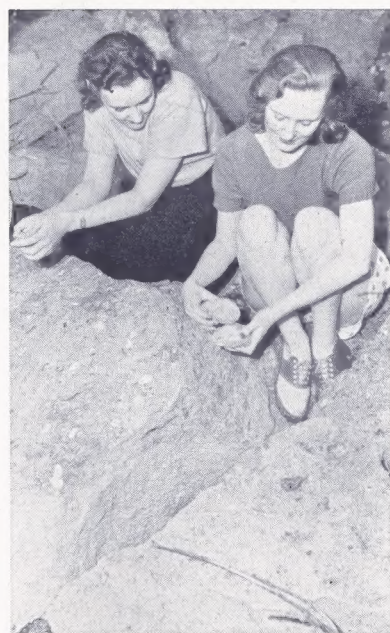




Alberta's prairie lakes, too numerous to mention, afford splendid vacation opportunities for those who like the "family" type of holiday. Well accommodated with bungalows and summer houses, their sandy beaches and long reaches of shallow water safe for the children, these retreats are also popular with those who like to sail or swim or fish. The scene above is at Elk Island National Park, 30 miles east of Edmonton, home of the largest controlled herd of buffalo in the world. The pictures below are typical scenes at Sylvan, Gull, Pigeon, Cooking, Wabamun or a score of other Alberta lakes. Good roads lead from the highways to many lake resorts.







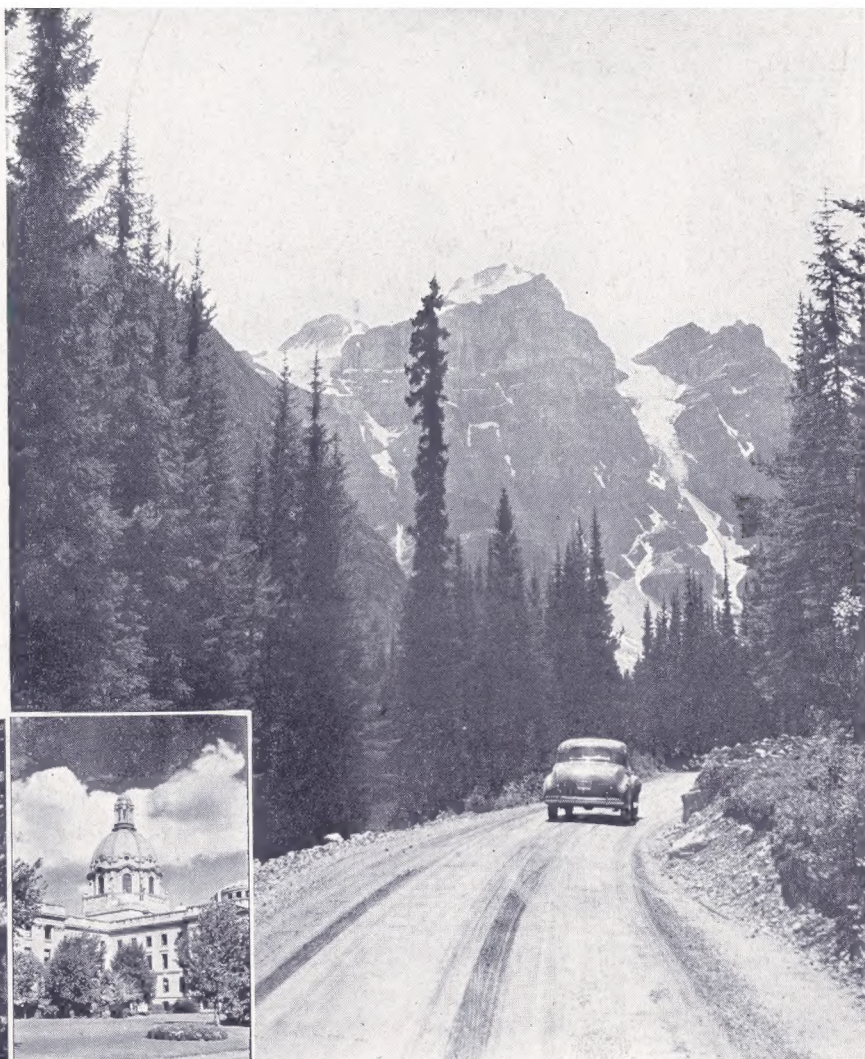
Scores of millions of years ago, the Alberta prairie, then dense with tropical forest and bush growth, was the home of every kind of prehistoric reptile. Some of them grew to prodigious size. Today, in the so-called bad lands of the Red Deer Valley in the districts around Drumheller and Munson, their remains are found in the eroded banks of the valley shown in the picture above. The ladies to the left have uncovered and opened a pearl oyster 6,000,000 years old in which they found a pearl. The dinosaur model shown top right stands in St. George's Island Park, Calgary. Lower right, a strangely folded stratum in the valley wall.





# and so

Before you complete your Alberta Cruise, remember that for every adult member of your party, you may take home, duty free, \$100 worth of Canadian goods, simply by declaring them at the border. You may take home trophies of your hunt without export fees but it will be necessary to register them at the nearest game warden's post or Government office of the Game Branch. But no matter how cherished the material things you may take away, the memories of your happy times, the quiet, cool night, the calm warm days, and the matchless beauty of Alberta's magnificent scenery will remain always with you as a treasured possession.



# au revoir

And remember, friends are the greatest possession of all, so carry away with you the warm friendship of those whom you have met in Alberta. Make your Alberta Cruise an opportunity to get acquainted with Alberta folks and others from afar whom you will meet while on your holiday. And plan to return to Alberta soon again.

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Mt. Assiniboine, Banff National Park, Alberta, Canada.





Reproduced from *The Rocky Mountains of Canada in Colour*, by courtesy of Associated Screen News, Ltd., Montreal.  
Plates courtesy of Canadian Geographical Journal.

"Rising majestically thousands of feet into the clear wind-swept air of the Canadian Rockies, Mount Eisenhower is unquestionably the predominating feature of the landscape in the area lying between the world-famous resorts of Banff and Lake Louise. The impression received by the beholder at the first sight of this mighty mountain, rearing its stupendous bulk for eleven miles along the northern boundary of the valley of Bow River, is that it is not a work of nature but a gigantic castellated rampart erected by Titans in past eons to secure for themselves forever undisputed dominion over the broad valleys spreading out in all directions from its impregnable foundations."